

**GOVERNMENT OF INDIA
SMALL SCALE INDUSTRIES AND RURAL AND AGRO INDUSTRIES
LOK SABHA**

UNSTARRED QUESTION NO:2770
ANSWERED ON:06.12.2000
NATIONAL PROGRAMME FOR DEVELOPMENT OF TOY INDUSTRY
SURESH RAMRAO JADHAV (PATIL)

Will the Minister of SMALL SCALE INDUSTRIES AND RURAL AND AGRO INDUSTRIES be pleased to state:

- (a) whether the Government have launched the National Programme for Development of Toy Industry (NPDTI);
- (b) if so, the details thereof; and
- (c) the time by which the Toy Design and Development Institute (TDDI) is likely to be established?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF SMALL SCALE INDUSTRIES AND AGRO INDUSTRIES (SMT. VASUNDHARA RAJE)

(a): Yes, Sir.

(b) & (c): The National Programme for Development of Toy Industries has been launched by Government of India on 21st September, 2000 in collaboration with the United Nations Industrial Development Organisation, the Toy Association of India, Greater Noida Industrial Development Authority, and the Small Industries Development Bank of India.

The programme aims to achieve the following milestones :-

- i) Technological upgradation wherein the current processes and technology used by the Toy industry will be upgraded to that of international levels.
- ii) Establishing a Toy Design and Development Institute (TDDI) at Greater Noida Industrial Development Authority (GNIDA). The TDDI would serve as a common facility for providing technological know-how, testing and certification facilities and training programmes.
- iii) Establishing a marketing network by participating in international and National Fairs and conducting vendor development programmes.

The planned duration of the programme is for two years and the projected budget is approximately Rupees Ten Crores Twelve Lakhs, (2.2 million United States Dollars).